

A UNITED STATES
DEPARTMENT OF
COMMERCE
PUBLICATION



Meeting the Competition for the World Tourism Dollar in the '70s

15th Program Report

January-December
1970



U.S.
DEPARTMENT
OF
COMMERCE

United
States
Travel
Service





VISIT USA exhibit at EXPO '70 in Osaka, Japan, drew 1,600,000 visitors during its six-month display.

15th PROGRAM REPORT

UNITED STATES TRAVEL SERVICE

Annual Report of the Secretary of Commerce

January - December 1970



U.S. DEPARTMENT OF COMMERCE

Maurice H. Stans, Secretary

James T. Lynn, Under Secretary

UNITED STATES TRAVEL SERVICE

C. Langhorne Washburn, Assistant Secretary for Tourism

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THE SECRETARY OF COMMERCE
Washington, D.C. 20230

April 30, 1971

The President
The President of the Senate
The Speaker of the House
of Representatives

Sirs:

I am pleased to forward herewith the Fifteenth Program Report of the activities of the United States Travel Service, U.S. Department of Commerce, for calendar year 1970, in compliance with Section 5 of the International Travel Act of 1961, as amended.

Respectfully submitted,

Maurice H. Stans
Maurice H. Stans



USTS posters urging Americans to "invite visitors from abroad" were displayed during the month of June on 67,000 U.S. mail trucks. Here, Postmaster General Winton Blount (left) and Secretary of Commerce Maurice Stans view a poster mounted on a truck in front of the Post Office Department, Washington, D.C.

INTRODUCTION

The basic objective of a national government tourist office is to mobilize, focus and support private and public sector tourism resources in order to enable the country to compete in the international travel market. The world tourism market is highly competitive. Today, tourism is one of the most important elements in world trade, generating more than \$17 billion in export revenue last year. For some nations of the world, tourism is the major source of foreign currency earnings. For many foreign countries, traffic from the United States is the major source of tourist revenue.

Consequently, the world's national tourist offices compete for the travel dollar with every resource available to them; and they invest heavily in tourism promotion.

In 1970, the United States Travel Service (USTS) mobilized its own resources—and those of the private sector—to meet the competition. In many ways, 1970 was the most innovative year in the agency's 10 year history. The United States' national tourist office launched new, high-visibility tourism promotion projects simultaneously in its major markets around the world. These were made possible by the close cooperation and, in several cases, the financial contributions of the U. S. travel industry.

Also during 1970 USTS began a comprehensive program to coordinate government tourism activity at all levels—city, state and Federal—and to work more closely with the travel industry. Elements pursuing this goal include the Travel Advisory Board to the Secretary of Commerce (see page 27) and USTS' state travel liaison officers (see page 28).

1970 was a record year in both the number of foreign visitors and the flow of dollars into the United States for business and pleasure travel. However, despite a 5.9 percent increase in VISIT USA traffic, the United States' share of the world tourism market shrank from 8.1 percent at the end of 1969 to 7.9 percent at the close of 1970, and the balance-of-payments

travel deficit increased by more than \$300 million.

The competition facing the United States in the international tourist market is formidable. The United States ranks twenty-sixth in tourism promotion expenditures of national tourist offices. Nine countries—the United Kingdom, Greece, the Bahamas, Canada, Israel, Ireland, France, Italy and Spain—have promotional budgets more than twice that of the United States.

The Bahamas, which occupy a land area comparable to the state of Connecticut, have a budget more than four times that of the United States. Following a 10 percent increase in the tourism promotion budget of the Bahamas in 1967-68, visitors to that country increased by 17 percent.

The tourism promotion budget of the United Kingdom, which covers a land area about the size of Oregon, is five and one-half times that of the United States. With an 11 percent increase in the United Kingdom's promotional budget during the 1967-69 period, the country attracted 20 percent more visitors.

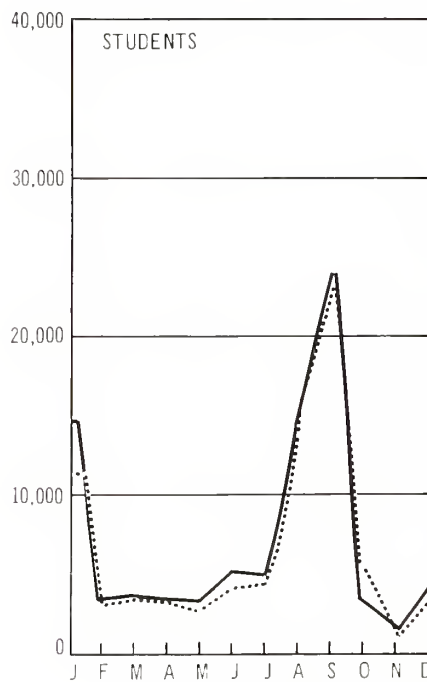
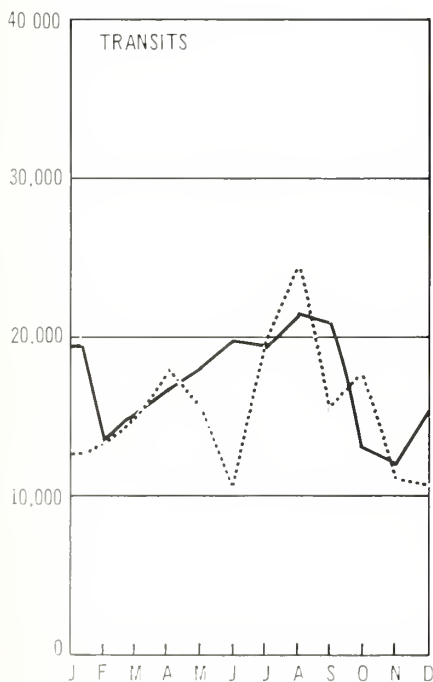
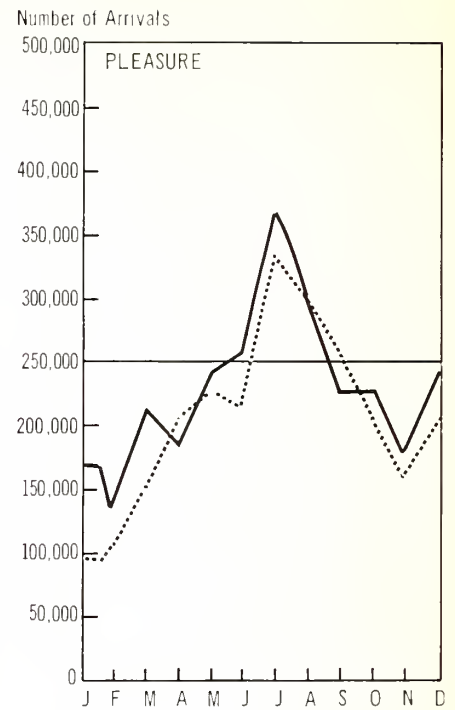
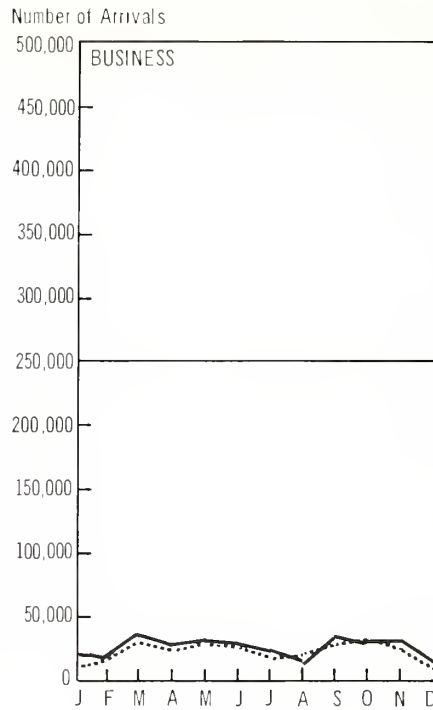
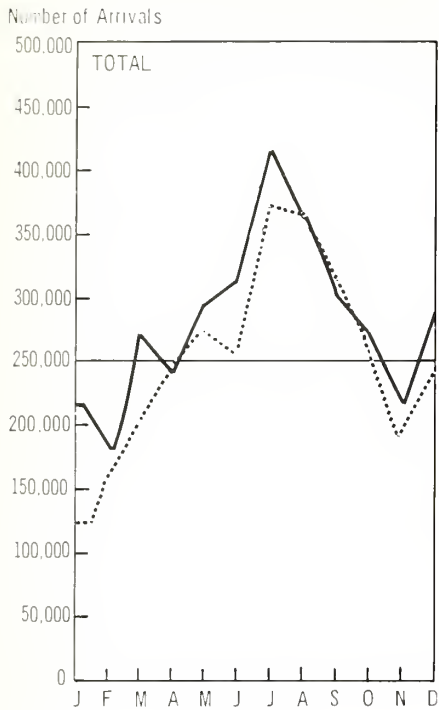
Canada, about the same size as the United States in square miles, has a promotion budget about nine times that of the United States.

These three countries, plus Greece, Ireland, Italy, Japan and Mexico, each spend more money in the United States promoting travel to their countries than the United States spends worldwide. Ninety-four foreign countries have a total of 206 travel promotion offices in the United States—the United States maintains eight United States Travel Service offices abroad.

Not surprisingly, travel by U.S. citizens to foreign countries increased by an estimated 9 percent in 1970—from 20 million to 21.9 million.

Competition in the tourist industry is a fact of life. But whether the travel gap in the balance of payments will be narrowed in the years ahead will depend, in large part, on how well the U. S. travel industry and national tourist office are able to meet this competition.

CHART 1
TOTAL ARRIVALS BY TYPE OF VISA



----- 1969
————— 1970

STATISTICAL SUMMARY

Foreign visitor arrivals in the United States during 1970 totaled 13,176,299, a 5.9 percent increase over the 12,441,588 during 1969. Arrivals from overseas countries numbered 2.29 million, a 14 percent increase over 2 million during 1969. Arrivals from Mexico totaled 1.1 million, a 5.1 percent increase over 1969. Finally, Canadian arrivals were estimated at 9.8 million, a 4.2 percent increase over 1969.

Business visitors from overseas countries totaled 305,658. This was 13 percent of the total foreign visitor arrivals from overseas countries.

In 1970 Japan surpassed West Germany as the source of the second largest volume of VISIT USA traffic from overseas. As a single-country supplier of overseas visitors, Japan was exceeded only by the United Kingdom. The number of Japanese visitors to the United States increased 55.7 percent, from 133,222 in 1969

to 207,455 in 1970. Of the ten leading overseas countries generating travel to the United States, Australia accounted for the next largest percentage increases in arrivals—its VISIT USA traffic rose 26 percent, from 60,159 in 1969 to 75,815 in 1970.

Estimated 1970 receipts from foreign visitors were \$2.665 billion, a 12.8 percent increase over the \$2.363 billion receipts in 1969. U. S. citizen expenditures for foreign travel during 1970 are estimated at \$5.090 billion, a 14.3 percent increase over the \$4.455 spent in 1969.

Last year, despite the strong efforts of USTS and others concerned with inbound tourism, the travel gap in the balance of payments, i.e., the difference between what Americans spend abroad and what foreigners spend in the U.S., increased an estimated 15.9 percent, from \$2.092 billion to an estimated \$2.425 billion.

TOP TEN SOURCES OF OVERSEAS VISITORS TO THE UNITED STATES 1969 AND 1970

COUNTRY	1970		1969		PERCENT CHANGE 1969/1970
	RANK	NUMBER	RANK	NUMBER	
United Kingdom	1	292,752	1	278,668	+ 5.1%
Japan	2	207,455	3	133,222	+55.7
West Germany	3	177,528	2	151,543	+17.1
Bahamas	4	127,290	4	103,510	+17.3
France	5	116,347	5	104,906	+10.9
Italy	6	80,286	6	67,463	+19.0
Australia	7	75,815	9	60,159	+26.0
Venezuela	8	63,816	7	66,068	(-3.4)
Dominican Republic	9	59,516	8	63,393	(-6.1)
Colombia	10	50,879	10	48,277	+ 5.4

U.S. RECEIPTS AND EXPENDITURES FOR INTERNATIONAL TRAVEL 1960-1970

Year	Total U.S. Receipts (In Millions of \$)		Total U.S. Expenditures (In Millions of \$)		Travel Deficit (In Millions of \$)	
1960	981	—	2,263	—	1,282	—
1961	995	+ 1.4%	2,292	+ 1.3%	1,297	+ 1.2%
1962	1,070	+ 7.5	2,514	+ 9.7	1,444	+11.3
1963	1,133	+ 5.9	2,729	+ 8.6	1,596	+10.5
1964	1,357	+16.5	2,856	+ 4.7	1,499	(- 6.1)
1965	1,545	+13.9	3,158	+10.6	1,613	+ 7.6
1966	1,790	+15.9	3,412	+ 8.0	1,622	+ 0.6
1967	1,881	+ 5.1	4,025	+18.0	2,144	+32.2
1968	2,035	+ 8.2	3,907	(- 2.9)	1,872	(-12.7)
1969	2,363	+16.1	4,455	+14.0	2,092	(+11.8)
1970 (Est.)	2,665	+12.8	5,090	+14.3	2,425	+15.9

NOTE: Transportation is included in all of the above figures.

SOURCE: United States Travel Service based on data supplied by the Immigration and Naturalization Service, U.S. Department of Justice; Dominion Bureau of Statistics, Ottawa, Canada; and Office of Business Economics, U.S. Department of Commerce.

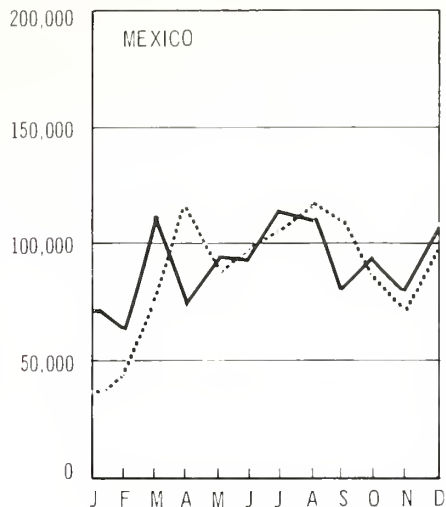
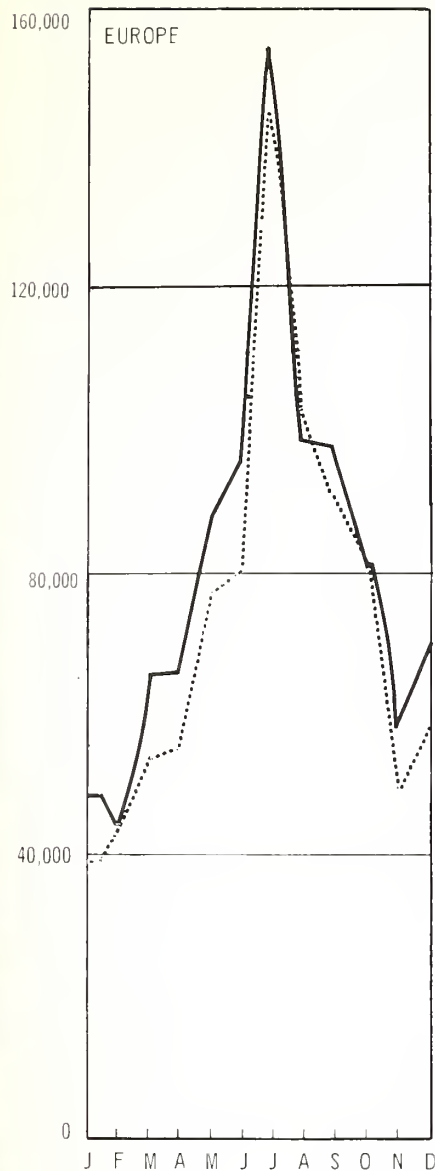
U.S. SHARE OF TOTAL INTERNATIONAL TRAVEL MARKET—VISITORS & DOLLARS 1961-1970

Year	Total International Travel				International Travel to U.S.				U.S. Share of Total International Travel	
	Number of Travelers (Millions)	% Chg.	Dollars They Spent (Billions)	% Chg.	Numbers of Travelers (Millions)	% Chg.	Dollars Spent/US (Billions)	% Chg.	Share of Number	Share of Dollars
1960	71.2	—	\$ 6.8	—	5.6	—	\$ 950	—	7.9%	13.3%
1961	75.3	+ 5.8	\$ 7.3	+ 7.4	6.3	+13.5	\$ 995	+ 4.7	8.4%	13.6%
1962	81.4	+ 8.1	\$ 8.0	+ 9.6	5.9	(- 6.8)	\$1,070	+ 7.5	7.2%	13.4%
1963	93.0	+14.2	\$ 8.8	+10.0	6.1	+ 3.8	\$1,133	+ 5.9	6.6%	12.9%
1964	106.0	+14.0	\$10.0	+13.6	6.6	+ 8.1	\$1,357	+19.8	6.2%	13.6%
1965	114.9	+ 8.4	\$11.2	+12.0	7.8	+19.0	\$1,545	+13.8	6.7%	13.2%
1966	130.9	+12.2	\$12.7	+13.4	9.0	+15.4	\$1,785	+15.5	7.0%	13.6%
1967	139.0	+ 6.2	\$13.5	+ 6.2	9.8	+ 8.7	\$1,881	+ 5.4	7.1%	13.5%
1968	141.0	+ 2.2	\$14.0	+ 3.9	11.0	+12.6	\$2,035	+ 8.2	7.8%	14.1%
1969	153.0	+ 8.5	\$15.5	+10.7	12.4	+14.3	\$2,363	+16.1	8.1%	15.2%
1970 (Est.)	167.0	+ 9.2	\$17.4	+12.3	13.2	+ 5.9	\$2,665	+12.8	7.9%	15.3%
Average annual % change 1961-1970		+ 8.9%		+ 9.9%		+ 9.5%		+11.0%		
% change 1970 over 1960		+134.6%		+155.9%		+135.7%		+180.5%		

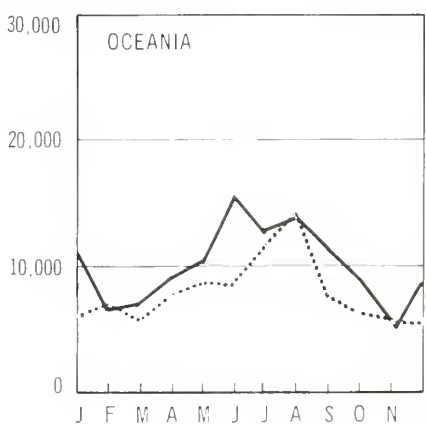
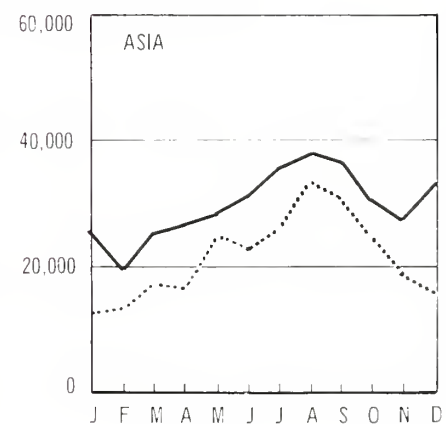
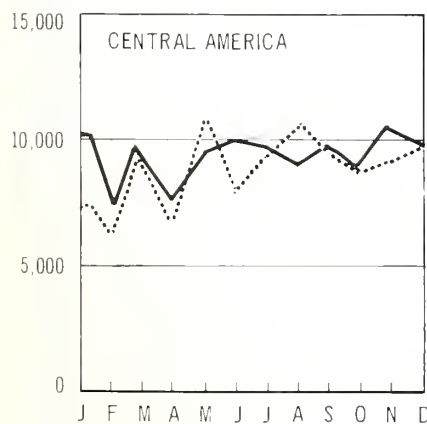
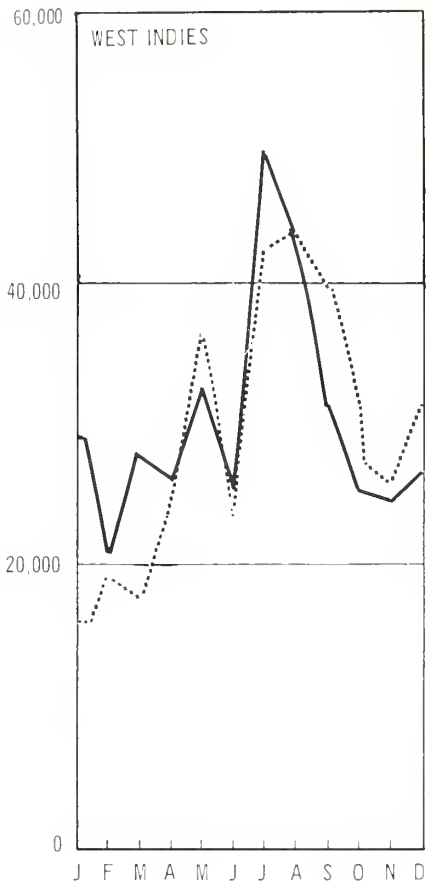
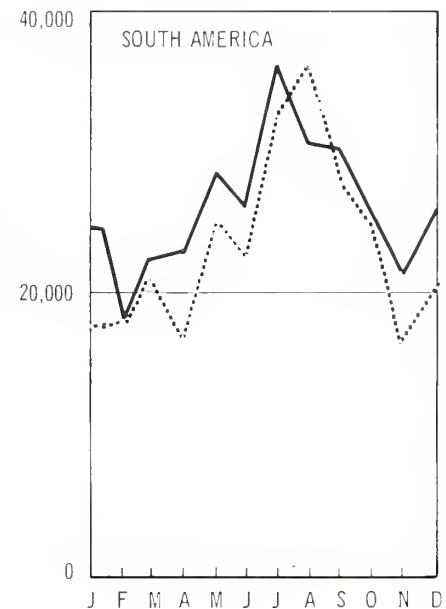
SOURCE: United States Travel Service, based on data supplied by the Immigration and Naturalization Service, U.S. Department of Justice; Office of Business Economics, U.S. Department of Commerce; and the International Union of Official Travel Organizations (IUOTO).

CHART 2 FOREIGN VISITOR ARRIVALS BY AREA

Number of Arrivals



----- 1969
——— 1970





The VISIT USA pavilion at Man and His World 1970, Montreal, was a joint project of USTS and Discover America Travel Organizations.

1970

This was a milestone year for the entire travel industry as well as for the United States Travel Service.

It was the year of the Boeing 747—the largest passenger plane ever flown—the advent of which could not help but affect the future of tourism.

Both domestic and international scheduled airlines were awarded new routes.

New bulk and individual air fares were introduced by the international scheduled carriers.

New U.S. gateway cities were opened to international carriers.

The authority of supplemental airlines was extended.

Several countries liberalized currency restric-

tions which had inhibited foreign travel.

If 1970 was a year of expansion in the airline industry, it was one of contraction in steamship passenger service. However, this did not significantly affect VISIT USA travel, as statistics from the previous year indicated that 90 percent of visitors from overseas countries had entered the United States by air. Eighty-two percent of Mexican visitors arrived by land in 1969, 17 percent by air, and only one percent by sea. Similarly, 86 percent of visitors from Canada arrived by land—77 percent by automobile—with a smaller number arriving by air (13 percent) and a relatively insignificant number by sea (1 percent).

The role and mission of the United States

Travel Service, completing its first decade, was enhanced in 1970 by legislation amending the International Travel Act of 1961. The new law (Public Law 91-477), discussed in more detail below, elevated the position of the Director of the United States Travel Service to the status of Assistant Secretary of Commerce for Tourism, increased the agency's authorized appropriation ceiling to \$15 million, provided for a matching funds program, and established a National Tourism Resources Review Commission.

The more Americans travel abroad, the more difficult USTS' task becomes in terms of its objective to stimulate inbound business and pleasure travel from foreign countries. Americans continued, in 1970, to spend nearly \$2 abroad for every dollar spent here by foreign visitors. The only realistic positive solution to this imbalance is for entities of government, especially USTS, and private industry to join together in an effort to increase foreign tourism to the United States. As stated by Assistant Secretary C. Langhorne Washburn:

"USTS can best fulfill its role by increasingly assuming the role of planner, innovator and coordinator . . . and acting as a catalyst for the efforts of the states, regional governmental groups and private industry."

In this catalytic role, USTS continued during 1970 to work with the travel industry, other Federal government agencies, and state and local tourism promotion groups to:

- promote tourism to the United States from abroad
- encourage the development of low-cost VISIT USA tours and accommodations
- encourage the reduction and elimination of the barriers to inbound travel
- provide statistics and technical data relating to international travel and tourism.

TOURISM LEGISLATION PASSED

Legislation amending the International Travel Act of 1961 was passed by the House of Representatives and the Senate during the first week in October and was signed by the President on October 21, 1970. The new law:

- raised the authorized appropriation level for the United States Travel Service from \$4.7 million per fiscal year to \$15 million for each fiscal year through 1973;
- provided for a National Tourism Resources Review Commission, funded at \$750,000, to report to the President and the Congress within two years on the domestic travel needs of Americans and visitors from other countries and on suggested policies and legislation to meet these needs;
- authorized a 50 percent Federal matching grant program to States, political subdivisions and public or private nonprofit organizations for international tourism projects;
- provided that USTS be headed by an Assistant Secretary of Commerce for Tourism and that there shall be at least one Deputy Assistant Secretary of Commerce for Tourism.

With the signing of the act, President Nixon appointed USTS Director Washburn as the first Assistant Secretary of Commerce for Tourism. In late November, Secretary Stans announced the appointment of James L. Hamilton, III, former assistant to the Secretary of the Interior, as Deputy Assistant Secretary of Commerce for Tourism. Mr. Washburn was sworn in as Assistant Secretary on December 21, 1970.

CURRENCY RESTRICTIONS

During calendar 1970, three major source-countries of VISIT USA traffic liberalized their restrictions on the sale of dollar exchange for foreign travel. The United Kingdom raised its pleasure travel allowance from 50 pounds (\$120) per person per trip (in effect since late 1966) to 300 pounds (\$720). France raised its pleasure travel allowance from \$240 to \$271 and raised the ceiling on business travel to \$725 per person per trip. Japan increased its \$700 allowance per person per pleasure trip to \$1,000, with additional amounts to be authorized. The allowance for business travel was raised to \$2,000 maximum per person per trip. Other currency restrictions in force in 1970 are outlined on page 30.

MOVING AHEAD IN THE 70's . . . ABROAD

to "develop, plan, and carry out a comprehensive program designed to stimulate and encourage travel to the United States by residents of foreign countries . . ."

**International Travel Act
of 1961**

SPECIAL PROJECTS

During 1970, USTS undertook two of its biggest overseas tourism promotion projects to date—expositions at EXPO '70 in Osaka, Japan (March 15-September 13) and at Man and His World 1970 in Montreal, Canada (June 14-September 7). Altogether, more than two and a half million people visited the exhibitions and reviewed the mixed media presentations contained within. The cost of the exhibitions was shared by government and private industry.

The VISIT USA exhibit at EXPO '70 was co-sponsored by six Federal agencies, a U.S. territory and 13 U.S. travel industry firms. They were: USTS; the Bureau of International Commerce (an agency of the U.S. Department of Commerce); the Export-Import Bank of the United States; the Forest Service (an agency of the U.S. Department of Agriculture); the National Park Service and the Bureau of Indian Affairs (both agencies of the U.S. Department of the Interior); Guam, U.S.A.; American Airlines; American Express Company; Avis Rent a Car, Inc.; Greyhound Lines, Inc.; Hilton Hotels Corp.; Lockheed Aircraft Corp.; Marriott Corp.; North-

west Orient Airlines; Pan American World Airways, Inc.; ITT Sheraton Corporation; Trans World Airlines; United Air Lines; and World Airways, Inc. Contributions from the industrial co-sponsors totaled \$280,000; government participants contributed \$125,000.

The exhibit was housed in a six-story, earth-shaped balloon theater, constructed of two-ply, neoprene-coated nylon that was air-supported. The earth replica exterior was painted with color representations of the oceans, the north polar cap, major land masses and primary travel routes to the U.S. The interior auditorium contained a 180-degree screen, where fast-paced still and motion picture, color and black-and-white projections of U.S. tourist attractions were shown, accompanied by a Japanese language commentary and musical presentation. The musical portion of the sound track was a specially-written Japanese language VISIT USA score, sung by a cast from the American youth group, Up With People.

The exhibit was viewed by more than 1,600,000 people during its six-month display. At-



Visitors to the VISIT USA exhibit at EXPO '70 in Osaka, Japan, included Mr. and Mrs. David Eisenhower. At right is Charles Quilter, on-site managing director of the exhibit.

West Virginia, Louisiana and South Carolina. During July 4-19 an Apollo 11 moonrock was on display at the pavilion. More than 1,063,000 people visited the exhibit during its three-month run.

1970 ADVERTISING CAMPAIGN

In 1969 USTS' promotional effort overseas had been largely destination-oriented. In contrast, VISIT USA advertising in 1970 emphasized three new subjects:

- Package tours available to the United States
- New excursion and bulk fares of the international scheduled air carriers
- Transoceanic charter fares for affinity groups (those sharing a common bond) and inclusive tour groups (those on package tours).

The campaign was closely coordinated with the travel industry and stressed the role of the travel agent in planning and booking VISIT USA travel. It was conducted in six major market areas: the United Kingdom, West Germany, Japan, France, Italy and Scandinavia. These markets were selected largely on the basis of potential—during 1969, nearly 35 percent of the overseas visitors who arrived in the United States came from the five Western European areas, and Japan, in 1969, was the leading source of overseas foreign visitor receipts and was judged to have a top potential for future VISIT USA traffic. During 1969, USTS' overseas advertising had appeared in 12 countries. The 1970 campaign was tailored to the local markets in seven countries, with the assistance of USTS' regional directors, and used larger photographs, shorter copy, and placed greater emphasis on a coupon offer.

Sales promotion material supplementing the ads included a 32-page, four-color "prestige" brochure, printed in nine languages: English, Spanish, German, French, Japanese, Italian, Swedish, Dutch and Portuguese. The brochure

tendance averaged better than 6,000 per day, with the record set on March 22 when 12,850 people saw the presentation.

The Canadian exhibit, a VISIT USA pavilion at Man and His World, was a joint project of USTS and Discover America Travel Organizations (DATO). It consisted of a 360-degree theater, where the Walt Disney produced film *America the Beautiful* was shown continuously, and a Discover America Showcase exhibit hall containing displays by individual states and regional tourism promotion groups. The Southern Travel Directors Council (which represents the states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia) mounted a display, as did the Miami Beach Tourist Development Authority, the George Washington Heritage Trail group (Maryland, Pennsylvania, Virginia, West Virginia and the District of Columbia), the National Park Service, Avis Rent a Car, ITT Sheraton Corp., New York State, New Jersey,

was furnished by USTS Regional Offices in response to coupon inquiries.

Paralleling USTS' consumer advertising was its industry advertising campaign. For example, full-page, agent-oriented ads appeared in the United Kingdom proclaiming "43 ways to send your customers packing—on a U.S. holiday." The ads invited agents to make their agencies U.S. travel centers, and promised to list their names in a U.S. Travel Center Directory. Agencies becoming approved travel centers were provided with window decals, showcards and travel planning kits for their customers. The pre-packaged kits contained a map of the United States and eight brochures and pamphlets giving detailed information about U.S. tour destinations and transport facilities.

OUR NEIGHBORS NORTH AND SOUTH

The exhibit at Man and His World was USTS' first promotional venture in Canada. It was directed primarily at residents of Quebec Province. USTS also conducted a two-part campaign in Ontario Province.

A spring 1970 campaign was aimed at encouraging Canadians to drive to the U.S. on a summer vacation, to drive further than they had previously been, and to stay longer. In conjunction with this, USTS published an English-language brochure, entitled "Come Visit Us" containing nine suggested driving tours of the Eastern United States. The brochure also includes information on U.S. driving regulations, accommodations, camping, customs and traveling with children and pets.

The USTS fall 1970 campaign in Ontario consisted of direct mail, consumer and trade advertising. A 32-page, four-color brochure, "Winter Sun-Fun in the USA" was offered at no cost to the travel industry for distribution to their clients. The brochure outlines the variety of U.S. winter vacations available at 24 top winter vacation areas, from ski resorts to beaches. It was written especially for Canadians, and directs readers to their travel agents for specific details.

Several factors figured in USTS' decision to enter the Canadian market in 1970. For one thing, the Canadian balance-of-payments deficit

had improved and Canadian government officials were receptive to the idea of a VISIT USA campaign.

For another, the U.S. travel deficit with Canada was estimated at \$85 million for 1969, despite Canada being the leading supplier of VISIT USA traffic, with 9,400,000 visitor arrivals recorded for 1969. Receipts from Canadian visitors are estimated at \$875 million. It was hoped that Canadians could be persuaded to spend more time and travel further in the United States, hence spending more money.

A new VISIT USA promotion was also launched in Mexico in 1970. A Spanish-language brochure outlining auto trips to the U.S. was published for the Mexican market. *Diviértase en los E.U.A. en Automóvil* was prepared in conjunction with television spots on the U.S. running in Mexico. The 32-page brochure outlined driving tours through Texas, Louisiana, Arizona, Utah, Nevada, California, New Mexico and Colorado. It also furnished information on automobile licenses, registration and insurance, as well as on food, accommodations, camping and telephone and postal service, and a monetary conversion table. USTS arranged to have the brochures placed in glove compartments of new automobiles being produced in Mexico and purchased by Mexicans.

The major part of USTS' Mexican advertising campaign consisted of 30-second television spots.

INTERNATIONAL CONVENTIONS OFFICE

During 1970, the International Convention Office, which opened in Paris in the fall of 1969, played a role in signing up 17 major international congresses for the United States. Foreign attendance is anticipated at about 13,600 and receipts, in excess of \$3.3 million.

The Conventions Office contacted 375 international associations, all based in Western Europe,* during the year to ascertain their future plans and the possibilities of their holding congresses in the United States.

*Approximately 80 percent of the world's international associations are headquartered in Western Europe.



Participants in the first VISIT USA World Tourism Seminar prepare to depart Miami for London on a National Airlines jet. Fourteen leading U.S. travel industry executives (shown above on boarding ramp) met with British tour operators. At lower left are Assistant Secretary for Tourism C. Langhorne Washburn and National Airlines President L. B. Maytag. Members of the singing group Up With People gather at the foot of the ramp.

SALES PROMOTION AND SUPPORT

During 1970, 17 USTS overseas personnel, concentrating on contacts with the travel trade, made a record number of calls (7,400) on travel agents, carrier sales representatives, associations and clubs that are involved in selling, promoting and generating travel to the United States. They held a total of 174 educational seminars for the travel trade, conducted 69 VISIT USA evenings for the general public in cooperation with the travel trade, and sponsored more than 2,400 showings of U.S. travel films to an estimated audience of 562,500. In addition, some 154,000 inquiries from the travel trade, associations, clubs and the general public, in the form of

telephone calls, letters and personal visits, were processed.

USTS' total budget for advertising and sales promotion materials during fiscal year 1971 (July 1, 1970 through June 30, 1971—calendar year 1970 figures are not available) was \$1.185 million. There were 210 individual advertisements placed in newspapers and magazines during 1970. More than 5,500,000 pieces of travel promotion literature were distributed by the USTS regional offices abroad.

REGIONAL TRAVEL PROMOTION OFFICES

USTS made two changes in its regional travel promotion offices during 1970.

The Sao Paulo, Brazil, office, serving lower

South America, was transferred to Buenos Aires, Argentina. The reasons for the move were that the service area is primarily Spanish-speaking, rather than Portuguese-speaking, and that the travel trade could be served more easily from Buenos Aires, a principal hub of business for Spanish-speaking Latin America.

The Mexico City regional office was moved from the U.S. Embassy to a downtown, business district location more accessible to the travel trade.

VISIT USA WORLD TOURISM SEMINARS

One of the major tourism promotion projects launched by USTS in 1970 was a series of VISIT USA World Tourism Seminars. The purpose of the seminars was to bring U.S. travel-sellers together with foreign packagers of tour components in their own countries. By cutting down on the time and money expenditure of a U.S. trip for the foreign tour operator, USTS hoped to encourage the development and sale of more popularly-priced VISIT USA package tours for both groups and individuals.

The first seminar was held in London on October 16. Fifteen leading U.S. travel industry executives met with roughly 50 British operators who package VISIT USA tours for British travelers. Cooperating airlines were National, Pan American, TWA and British Overseas Airways Corp. (BOAC.)

The second VISIT USA World Tourism Seminar took place in Amsterdam on November 1. Again, leading U.S. travel industry executives met with European tour operators. Cooperating airlines were Pan American and KLM Royal Dutch Airlines. Special features of this seminar were a display of moonrock, and speeches by U.S. Ambassador J. William Middendorf II and Apollo 10 Astronaut John Young.

FAMILIARIZATION TOURS

Believing that the best publicity for U.S. tourism attractions is generated by foreigners who themselves have visited the sites, USTS, with the cooperation of domestic and foreign flag carriers and the Civil Aeronautics Board, has continued the effective program whereby travel agents, tour operators and travel writers are brought to the United States for familiarization

tours. During 1970, 376 travel agents and tour operators and 179 travel writers visited the U.S. under this plan.

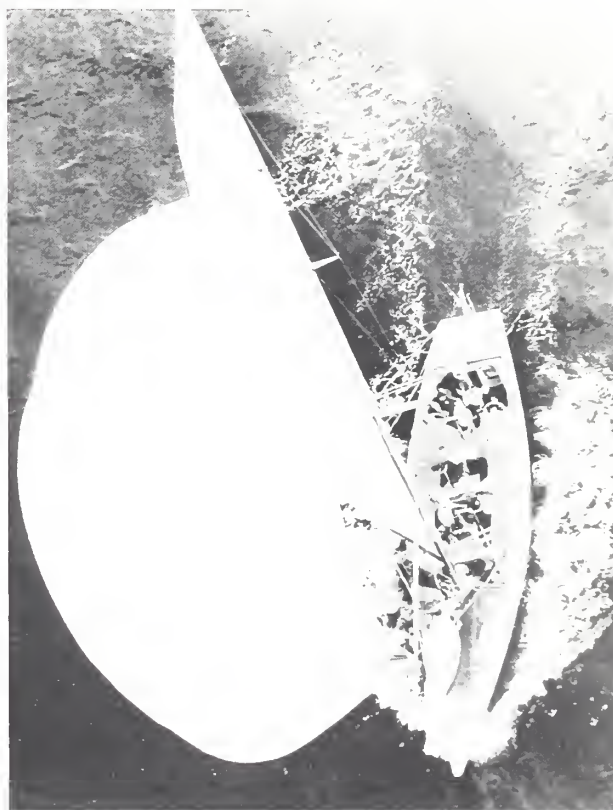
The articles written by these visiting foreign journalists are readily accepted by their thousands of readers, thus reinforcing the USTS advertising campaigns in those same newspapers.

Typical of these special projects were the following:

In January, USTS cooperated with Pan American World Airways, United Air Lines and the International Association of Convention Bureaus in sponsoring 13 international association executives on an inspection tour of convention facilities in New York, Washington, D.C., Chicago and San Francisco. The group was accompanied by USTS International Conventions Office Director Richard Henry.

For the second year, USTS sponsored a tour of the Old West Trail for 22 foreign travel writers in cooperation with the Old West Trail Foundation, whose membership comprises the states

The Australian yacht Gretel II sails off Newport, R.I., prior to the America's Cup Race. The Ministers of Tourism of England and Australia and key tour operators from abroad viewed the race as USTS guests.





Yellowstone Park was one of the tourists attractions visited by foreign journalists on a USTS-sponsored tour of the five-state Old West Trail. A Yellowstone guide (far left) describes the geology of a geyser to reporters from (l. to r.) Norway, Australia and Germany. USTS brought a total of 179 foreign writers to the U.S. during 1970.

of Wyoming, Montana, North and South Dakota and Nebraska. For two weeks in late August the group, which represented 14 countries, toured such well-known attractions as Yellowstone National Park, the Grand Tetons, the Badlands, Mt. Rushmore and the Black Hills.

As special guests of Assistant Secretary C. Langhorne Washburn, the Ministers of Tourism of England and Australia and top tour operators from these countries and France viewed the opening races of the 1970 America's Cup Races off Newport, Rhode Island, September 15. Following the race, Assistant Secretary Washburn met with the group to discuss the role of sales credit in financing the packaging of tours to the United States. As a result of this tour, the participating tour operator from Wagon Lits-Cook/Paris has put on the market a package for the summer of 1971 under the patronage of the French Yachting Association. The participants will sail rented yachts off the coasts of Connecticut, Rhode Island, Massachusetts and New York during the three-week trip.

In December, USTS, in cooperation with United Air Lines, Pan American World Airways,

Rocky Mountain Airways, the United States Ski Association and the Hertz Corporation, sponsored a "Ski America Week" for 26 foreign travel writers and tour operators from Europe, Latin America, Australia and Japan. The group met with operators of major western U.S. ski areas to discuss the development of ski tour packages. The 26 foreign guests also met with members of the U.S. Olympic Ski Team and the Denver Olympic Committee, and skied at Aspen, Vail and Breckenridge, Colorado. Olympic gold medal winner Jean Claude Killy of France served as one of the tour hosts.

FESTIVAL USA

Each year USTS publishes *Festival USA*, a listing of festivals to be celebrated around the United States during the upcoming year. The 1970 edition contains more than 500 listings for 1971, double the number contained in the previous year's edition. For the first time it also includes descriptions of the festivals and covers major sporting events in the fields of horse racing, auto racing, tennis, golf, boating, surfing

and skiing. Some 1,500 copies were distributed in major markets abroad through USTS regional offices.

U.S. CONVENTIONS AND TRADE SHOWS, 1971-72

An annual directory, *U.S. Conventions and Trade Shows 1971-72*, was published in 1970, listing almost 300 major conventions, exhibitions, trade and industrial shows scheduled in the United States during 1971 and 1972 that welcome attendance from abroad.

TRAVEL AGENT'S GUIDE TO THE USA

To acquaint foreign travel agents with U.S. transportation systems, USTS continued its publication of the *Travel Agent's Guide to the USA*. The first section, entitled "Airline Service in the USA," was issued in 1969, and covered the routes and typical services of U.S. trunk, regional, supplemental, commuter and helicopter airlines; special fares for overseas visitors; major U.S. airports (including terminal diagrams for 29); and airline baggage regulations and limitations.

The second section, "Bus and Motor Coach Travel in the USA," published in 1970, gives information on scheduled services, tours, sight-seeing and charter services, and includes route maps of the two major U.S. motor coach companies.

"Car Rental in the USA," the third section, published in 1970, provided information on how to reserve a rental car, types of standard rates, special rates, credit and insurance, and contains a mileage chart of the U.S. with driving distances between principal cities.

Distribution of the guide was through USTS' regional offices abroad. It is not available in the United States.

DISCOVER AMERICA TRAVEL MART

The second annual Discover America Pow-Wow and Travel Mart was held November 16-18 in Miami Beach under the cosponsorship of USTS and Discover America Travel Organizations (DATO).

Japanese tourism promoters Hisashi Motoyama (l.), editor of Travel Journal, and Michitaka Matsui, of Nippon Express Company, were among 26 foreign travel writers and tour operators spending a Ski America week in Colorado, under USTS cosponsorship.

Eighty-seven leading travel agents from Latin America and Europe attended, and met with more than 100 U.S. travel suppliers. The 58 U.S. participants who responded to a DATO-conducted survey indicated that they had gained over a quarter of a million dollars in actual sales and projected future sales of \$8 million. Based upon these replies, DATO predicted total overseas travel sales of at least \$16 million.

AMERICAN REVOLUTION BICENTENNIAL COMMISSION

USTS maintained liaison with the American Revolution Bicentennial Commission to explore ways in which USTS can participate in the bicentennial year 1976. As the designated agency of the Federal government for encouraging travel to the United States, USTS considers that its main contribution falls into the category of promoting and encouraging acceptance of an invitation from the President of the United States and the American people to citizens of foreign countries to attend the celebration.



MOVING AHEAD IN THE 70's . . . AT HOME

to "encourage the development of tourist facilities, low cost unit tours, and other arrangements within the United States for meeting the requirements of foreign visitors . . ."

**International Travel Act
of 1961**

VISIT USA PUBLICATION

The *USTS Newsletter*, formerly issued to USTS domestic and overseas staff and state travel directors, was replaced by *VISIT USA*, a new bi-monthly publication designed to help domestic travel trade segments recognize, and take advantage of, *VISIT USA* market opportunities abroad. Titles of some of the articles published during 1970 include: "A Convention and Visitors Bureau Helps Agents Go After Receptive Business," "If You Want *VISIT USA* Business, You Need Salesmen in the Galley," "Shrinking Globe Boosting U.S. Inbound Business Travel," and "How To Get On Top of Business from Down Under."

PUBLIC SERVICE CAMPAIGN

To improve host service for foreign visitors in the United States, USTS conducted an extensive public service advertising campaign with the support of the Advertising Council, Inc., a private, non-profit organization supported by American business and the advertising-communications industry. Media used during 1970 included television, radio, car cards, outdoor posters, magazines and newspapers.

The campaign was aimed at involving Americans and American business in the *VISIT USA* promotional effort by urging them to invite their friends to this country or to hold more of their

meetings in the United States. It was also designed to acquaint U.S. citizens with their role as hosts. During calendar year 1970 the nation's media contributed free broadcast time and print space valued at \$12.998 million.

AMERAIL FARE

USTS worked with the Rail Travel Promotion Agency, a Chicago-based association of passenger railroads, to produce the Amerail Fare, which went into effect April 1, 1970. Under the plan, residents of countries other than Canada, Mexico and the United States can purchase one-way or round-trip tickets on U.S. railroads between any two points in the United States for 75 percent of the regular fare, coach or first class. The tickets, which are good for 60 days, can be purchased overseas, or in the United States upon presentation of a valid passport. Previously, Amerail discounts had been available only on tickets purchased overseas.

NATIONAL PARKS ADMISSION

USTS worked with the National Park Service to institute a new policy for attracting foreign visitors to National Parks. In addition to continuing free admission to its parks to international visitors presenting a passport or border crossing card, the National Park Service now permits tour buses of foreign visitors to enter the National Parks and tour them without charge.

to "encourage the simplification, reduction, or elimination of barriers to travel, and the facilitation of international travel . . ."

**International Travel Act
of 1961**

The United States Travel Service was charged, in its enabling legislation, with developing foreign travel to the United States by several methods. One was encouraging the development of moderate-priced transportation and accommodations. However, the treatment the foreign visitor receives while he is in the U.S.

was also recognized to be of great importance. Unless he comes from an English-speaking country, one of his main problems may be understanding and being understood. Therefore, USTS has taken the lead in working with other Federal agencies, city governments and the U.S. travel industry to provide multilingual assistance wherever possible—at ports of entry, at hotels and motels, or even to the individual traveler. USTS has also worked with domestic airport authorities to encourage the use of international symbol signs at major U.S. ports of entry. Among the specific projects undertaken by USTS' Visitor Services Division are:

**HOTEL/MOTEL LANGUAGE
CERTIFICATION PROGRAM**

During 1970, 42 U.S. hotels and motels were certified under the language certification program sponsored by USTS and the American Hotel and Motel Association, bringing to 145

"Welcome" in four languages is the message of this plaque awarded by USTS to hotels and motels providing multilingual services to foreign guests.



the number approved since March 1969, when the program originated. USTS publicizes abroad the foreign language resources of U.S. hotels and motels which qualify for certification by staffing their switchboards, reception desks and restaurants with personnel who speak Spanish, French, German (or Japanese) as well as English. Certified hotels and motels are authorized to display a USTS-awarded, walnut mounted plaque bearing the inscription "Welcome, Bienvenido, Bienvenue, Willkommen."

MULTILINGUAL RECEPTIONIST PROGRAM

A pilot, multilingual receptionist program at New York's Kennedy International Airport, jointly sponsored by USTS, the U.S. Office of Education and the Port of New York Authority, was carried on throughout 1970. Three dozen college girls speaking a total of nine languages in addition to English were on duty during the summer months to assist incoming foreign visitors in clearing customs and immigration and in

making transportation, accommodation and other arrangements. The salaries of the college students, called Golden Girls because of their gold uniforms, were paid from funds available to educational institutions under the Office of Education's College Work-Study Program and by USTS. The program will be extended to other airports in 1971.

AMERICANS-AT-HOME

Although it is not an official program of the U.S. Government, USTS coordinates and promotes the Americans-at-Home program, a volunteer program of local communities. Americans-at-Home is designed to help visitors from foreign countries traveling without sponsorship get to know Americans informally in their homes. Sixty-eight cities currently participate in this community-operated and financed program. USTS prints in nine languages and distributes overseas a folder listing details and the telephone numbers of the community groups around the country.

"Golden Girls" at Kennedy International Airport assist arriving foreign visitors. The multilingual reception program is sponsored by USTS, the Port of New York Authority and the U.S. Office of Education.





Multilingual telephone operators at Travelodge International's VISIT USA desk in Kansas City provide information and interpreter assistance to foreign visitors. The nation-wide, toll-free phone service was initiated in January 1970 in cooperation with USTS, and has been extended through 1971.

TRAVEL PHONE USA

In January 1970 USTS and Travelodge International, a lodging chain, jointly initiated an experimental multilingual nationwide toll-free telephone information and interpreter service for foreign visitors. The visitor can dial the number without long-distance charge from anywhere in the continental United States, except Alaska, and obtain telephone interpreter assistance, or answers to travel-related questions, in Spanish, French, German and Japanese. USTS has published a brochure in five languages explaining the service for distribution abroad.

In November 1970, a joint agreement to continue operation of the telephone service for

another year was signed by USTS and Travelodge officers.

OTHER PROJECTS

USTS representatives took part in industry and government facilitation meetings including discussions of the possible development of a computerized passport card.

USTS, the Immigration and Naturalization Service and the Departments of State, Labor and Transportation worked together on legislation to waive visa requirements for foreign business and pleasure visitors up to 90 days on a reciprocal basis with other countries. This legislation was introduced on behalf of the Administration, but was not acted upon by the 91st Congress.

to "collect, publish and provide for the exchange of statistics and technical information, including schedules of meetings, fairs, and other attractions, relating to international travel and tourism. . ."

**International Travel Act
of 1961**

USTS' Office of Research and Analysis assists the Assistant Secretary for Tourism by providing both the quantitative and qualitative data necessary for the planning and evaluation of USTS programs and projects. To accomplish this, the Office analyzes and interprets available secondary information, conducts primary research studies to provide marketing and statistical information on the international travel market and engages in special research techniques designed to improve the overall coverage and quality of travel data. The information is available for use by the industry as well as by USTS.

In addition, the office acts as USTS' primary contact with the congressional committees, and has overall responsibility for interpreting legislation and regulatory decisions related to travel and tourism, assesses their effect and prepares background reports and position papers for intergovernmental and international meetings dealing with tourism.

The following research projects were conducted during 1970:

A Market Potential Index—a mathematical research model designed to help U.S. travel-sellers identify those foreign countries with the greatest VISIT USA potential. The model consists of a series of index numbers used to rank the countries by four types of travel—pleasure, business,

study and ethnic (visiting relatives). Factors such as propensity and financial means to travel, and social, cultural, political and economic relations with the United States determined the index numbers. In 1970 the index for Western Europe was issued.

A Major Metropolitan Market Area Study—utilizes information from U.S. Government Form I-94, completed by visitors when they enter the country. Tabulations of the data reveal the residences of visitors by major metropolitan area; the share of market by port of embarkation and flag of carrier; and demographic data characteristics of tourists from major overseas metropolitan areas, including average age and length of stay.

This study will enable more effective media selection for VISIT USA advertising by identifying major market area within foreign countries and focusing attention on media which serve those areas.

The Hawaii In-Flight Survey—a pilot, in-flight passenger survey was conducted on west-bound flights from Hawaii in conjunction with the Hawaii Visitors Bureau and eight major air carriers serving the routes. The study will serve as a prototype for a routine survey on a regular basis to provide data for management and marketing decisions. The study identified foreign

visitors by country of residence and income level and traced their spending patterns in specific U.S. states and cities.

Inventory of Federal Tourism Programs—a research study begun in late 1969 by USTS and a research and consulting firm to pinpoint other Federal agencies participating in travel development programs was completed in 1970. The results were published as an *Inventory of Federal Tourism Programs*. The inventory lists 89 programs in ten executive departments and 47 programs in 36 independent agencies which are involved in the development of travel, tourism and recreation to or within the United States.

The monthly visitor report, *Summary and Analysis of International Travel to the U.S.*, was expanded to include a greater analysis of the monthly statistics as well as an investigation each month into the international traveler markets in those countries where data is available.

Arrivals and Departures by Selected Ports 1969 was issued for the first time in November 1970. It analyzes the major U.S. arrival points for foreign visitors by their country of residence as well as the major U.S. ports of departure of U.S. citizens traveling overseas. This information

is used in planning USTS marketing strategies and visitor service programs, such as developing port reception facilities and foreign language capabilities. In addition, the information is provided to the U.S. travel industry, which had requested that such surveys be made.

EVALUATION OF SPECIFIC PROMOTIONAL PROJECTS

During 1970 surveys were conducted of visitors to the USTS exhibit at EXPO '70 in Osaka and the VISIT USA Pavilion, sponsored by USTS and DATO, at Man and His World 1970 in Montreal. According to these surveys, both exhibits were well received and had positive effects on the desire to visit the United States.

Participants in the VISIT USA World Tourism Seminars, which took U.S. travel sellers to London and Amsterdam to meet with foreign packagers of their services, were also surveyed. They indicated the seminars to be generally instructive and informative. It further appeared that the seminars achieved the goal of generating high-visibility for and stimulating interest in the promotion of VISIT USA.

to "consult and cooperate with individuals, businesses, and organizations engaged in or concerned with international travel, including local, state, Federal and foreign governments and international agencies . . ."

**International Travel Act
of 1961**

A new State/City Coordinator, who had been a state travel director, was appointed to the staff of USTS during 1970, with the responsibility of informing state and city tourism promotional personnel of VISIT USA activities, promotional opportunities and results; enlisting their cooperation and involvement in the VISIT USA program; and making more effective use of state and city tourism resources in promoting travel from abroad.

SYNERGISM 70's

To improve communications with state travel directors and to unify VISIT USA travel project planning, USTS, in cooperation with DATO and the National Park Service of the Department of the Interior, invited the state directors to a two-day "Travel Synergism 70's" meeting in Washington in February. Each of the sponsors presented its program in a half-day session.

STATE TRAVEL TASK FORCE

In March 1970 Assistant Secretary Washburn appointed eight state travel directors to a task force to study ways to improve USTS/state communications and involvement.

The task force recommended that state/city coordination activity in the total USTS program be expanded; that the states be involved in international tourism promotion to a greater extent, particularly on a regional basis; and that a representative of the state tourist directors be a member of the National Tourism Resources Review Commission subsequently established pursuant to P.L. 91-477, referred to above.

TRAVEL ADVISORY BOARD

The Travel Advisory Board (TAB) of the Secretary of Commerce is a group of 15 travel and re-

lated industry executives appointed by the Secretary who advise him on plans and policies to implement the VISIT USA program. During 1970 the TAB met every other month in Washington, D.C. Three new members were named to replace those who had resigned during 1969.

INTERNATIONAL ORGANIZATIONS

At the First Annual U.S. Travel Conference sponsored by Discover America Travel Organizations in San Juan, Puerto Rico, Assistant Secretary Washburn (then Director of USTS) had proposed DATO membership for Federal agencies with travel programs. DATO created the suggested special membership category and in 1970 USTS became the second agency to join. (The National Park Service was the first, joining in 1969.)

In 1970 Assistant Secretary Washburn was elected a member of the board of directors of the Pacific Area Travel Association.

As a national tourist office, USTS is the U.S. member of the International Union of Official Travel Organizations (IUOTO), a worldwide body of official, government tourist agencies and private industry association members. USTS holds a seat on the Executive Committee for 1970-71, and was assigned to a working group charged with drafting revised statutes trans-

forming IUOTO into a new organization of intergovernmental character, to be called the World Tourism Organization (WTO). USTS was represented at a working group meeting in Geneva in February 1970. The working group, in revising the statutes, sought to implement a U.N. Economic and Social Council resolution passed the previous year endorsing recommendations of the 21st IUOTO General Assembly that IUOTO be transformed to become competent to deal with international tourism matters at the intergovernmental level. Under the resolution, membership representation was to continue to be from national tourism offices, but representatives were to be empowered to speak on behalf of their governments.

Meeting in Mexico City in September 1970, the Extraordinary General Assembly of IUOTO voted affirmatively on the revised statutes. The transformation will become effective when a majority of member governments have notified IUOTO's Secretary General of their acceptance.

IUOTO's Regional Commission of the Americas, meeting in Lima in March 1970, adopted a proposed program to accelerate the development of the Western Hemisphere's tourism potential through Latin America Tourism Year 1971. This plan, in cooperation with the Organization of American States (OAS), later was changed and expanded to Tourism Year of the Americas 1972.

PROJECTIONS FOR 1971

Preeminent among new USTS efforts building upon projects initiated in 1970 will be a matching grant program. Funds have been requested for fiscal year 1972 to match expenditures by state, local and nonprofit organizations for projects designed to attract foreign visitors or improve receptive facilities for them. Projects which will qualify for assistance under this program include illustrated, multilingual sales material promoting U.S. tourism attractions; travel missions to acquaint foreign wholesalers and retailers with U.S. attractions and facilities; joint VISIT USA advertising campaigns; special events promotions; and installation of universal symbol directional signs at U.S. gateway airports.

Following the closing of EXPO '70 in Osaka, the industry-Government VISIT USA Mobile Exhibit was redesigned to accommodate the 360-degree Walt Disney-produced film *America the Beautiful*. The six-story balloon-theater is scheduled to open in Tokyo in early 1971 for a four-month run, to bring the VISIT USA story to potential travelers, and then go "on the road" to other countries during the next five years.

In the summer of 1971, at Montreal's Man and His World, USTS will present a new VISIT USA exhibition in the huge steel and glass, Buckminster Fuller-designed Biosphere structure which served as the USA pavilion during EXPO '67. The exhibit will be sponsored in cooperation with Discover America Travel Organizations,

the Smithsonian Institution's Performing Arts Division, Walt Disney Productions and states. It will be in the form of a regional folk tour of the United States. Designed and produced by the Smithsonian and Disney Productions, the promotion will include displays by various states and regions that will come alive through the presence of artisans and performers; a "Plan-a-Trip" area where knowledgeable travel counselors from the geographic regions will advise the potential tourist; and a festival of travel films.

Another special VISIT USA promotion for 1971 is TRAINEX, a six-coach exhibition train that will travel through Great Britain promoting tourism to North America. The project is to be sponsored by BOAC, and other participants include Air Canada, Avis Rent a Car, Eastern Airlines, American Airlines, Greyhound International, and the Bureau of Indian Affairs and the National Park Service of the U.S. Department of the Interior. The train, which will contain exhibits portraying the sights and sounds of North America and will be manned by Americans and Canadians wearing appropriate costumes, is scheduled to stop in 19 cities during a four-week itinerary.

Because of favorable response to the VISIT USA World Tourism Seminars conducted during 1970, six additional sessions are scheduled for Australia, Japan, Norway, Sweden and Denmark in early 1971.

USTS VISIT USA advertising in foreign media during calendar 1971 could be somewhat restricted due to budgetary limitations. The 1971 consumer press advertising campaign, limited to the United Kingdom and West Germany, will be market-tailored for greater impact. Television will be the main medium used in Mexico, as it has been in the past. Consumer research conducted in Europe has indicated that Europeans are most concerned about the cost of a U.S. trip, and are not well informed about low-cost rates available. Therefore, the advertisements will emphasize specific information on total costs of VISIT USA tour packages.

New familiarization tours for foreign travel writers and travel agents are planned as an integral part of overall VISIT USA effort. Leading Canadian journalists will be sponsored for the first time, in conjunction with the Canadian advertising campaign. Several states and regional tourism promotion groups have offered to host visiting foreign travel writers—who return home to generate publicity about the tourist attractions and facilities which they have been shown.

Development of Market Potential indices for major tourist generating countries other than those in Western Europe, which were covered in an Index issued during 1970, are now in process and are expected to be issued during 1971.

It is expected that the appointment of the

National Tourism Resources Review Commission, and the group's subsequent work during its two-year existence, will have a strong effect on future USTS activity. The Commission will survey the public and private sector roles in the travel industry, and make recommendations for improving the United States' tourism resources.

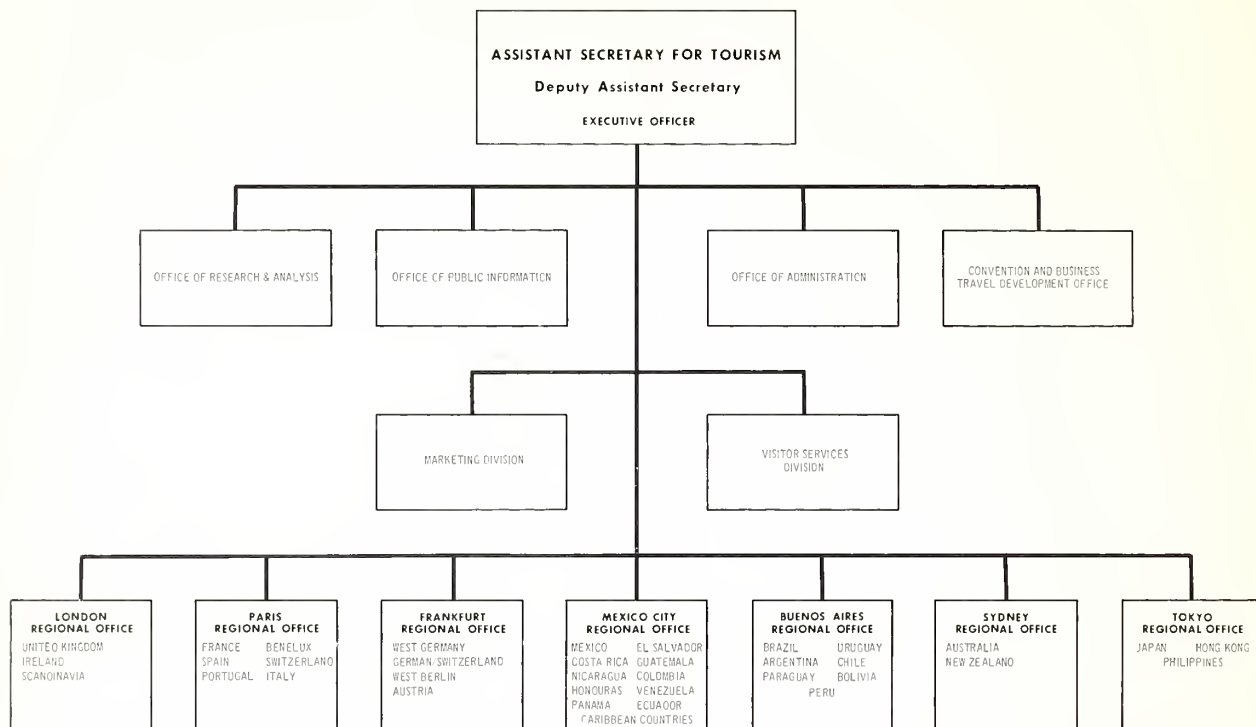
As it has in the past, USTS will continue to work closely with private industry in both travel and other fields. As an example of this cooperation, in 1971 USTS intends to transport to the mobile exhibit in Tokyo two 150-kilowatt sound-shielded generators weighing 10,000 pounds each, that were manufactured and sold to the United States for \$1 by Onan of Minneapolis. The generators will provide electrical power for the exhibit.

USTS will actively assist U.S. cities and U.S. affiliates of international associations in hosting international congresses in the United States and assist U.S. trade and professional associations in stimulating greater foreign attendance at their conventions and trade shows. USTS will also work with multinational corporations on the development of VISIT USA sales incentive tours.

By combining proven approaches for generating tourism with innovative projects, USTS activity will contribute toward encouraging more foreigners to visit the United States, and toward making their visits easier, more pleasant and more economical.

APPENDIXES

U.S. DEPARTMENT OF COMMERCE UNITED STATES TRAVEL SERVICE



November 12, 1970

EXPENDITURES

(In Thousands of Dollars)

	Fiscal 1970 Actual	Fiscal 1971 Estimate
Personnel compensation	1,075	1,169
Personnel benefits	122	134
Travel and transportation of persons	131	132
Transportation of things	90	49
Rent, communications, and utilities	230	118
Printing and reproduction	214	515
Other services	2,602	2,415
Supplies and materials	51	36
Equipment	8	4
Grants, subsidies, and contributions	1	1
Insurance claims and indemnities	1	---
Total obligations	4,525*	4,573*

*Due to Federal pay raises granted by Congress USTS was allowed to run over its appropriation.

U.S. DEPARTMENT OF COMMERCE

TRAVEL ADVISORY BOARD

**(A group of fifteen travel industry executives who advise
the Secretary of Commerce)**

as of December 1970

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Country	Allowance
AFRICA	
Cameroons.....	\$362 per person per year for tourists and \$36 per day up to \$1,086 per trip for business purposes.
Ethiopia.....	\$240 per year per person and \$30 per day for up to six weeks for business purposes. Travelers may also take the equivalent of \$40 in Ethiopian currency.
Ghana.....	\$54 per person per year for tourists. Business travelers are allowed \$36 per day for a maximum of seven days, twice a year.
Guinea.....	Allowance subject to individual license.
Libyan Arab Republic.....	\$840 per person per year for tourist travel. \$1,400 per person per trip up to a maximum of \$7,000 in a single year for business purposes.
Malagasy Republic.....	\$181 per person per year for tourist travel and up to \$54 per day to a maximum of \$540 per trip for business purposes.
Morocco.....	\$5 per person each six months.
Nigeria.....	\$280 per person per trip (Maximum of \$700 per family).
Sierra Leone.....	\$600 per person per year in foreign exchange, \$24 in sterling and the equivalent of \$60 in any foreign currency except Rhodesian pound notes. Application for larger amounts may be made.
Sudan.....	\$288 per person per year; \$72 per child under 16 per year.
Tunisia.....	\$95 per person per year.
Republic of South Africa.....	\$2,800 per adult per year, and \$1,120 per year for children under 12.
Uganda.....	\$560 per person every three years.
Zanzibar.....	\$700 per person per year with additional amounts granted.

SOURCE: 21st Annual Report Exchange Restrictions, International Monetary Fund



USTS Regional Directors from around the world met in Orlando, Fla., in August 1970 for a four-day planning and informational session. While in Florida they were given familiarization tours of Disney World, Cypress Gardens and the Kennedy Space Center. Gathered with Assistant Secretary Langhorne Washburn at the pad from which Apollo 14 was to be launched in January 1971 are (l. to r.) USTS Regional Directors: William Tappe, Mexico City; Paul Guidry, Paris; Beverley Miller, London; Robert Briggs, Buenos Aires; Fritz Schmitz, Tokyo; Washburn; Hans Regh, Frankfurt; Richard Henry, Director, International Conventions Office, Paris; and Karl Kuhn, Sydney.

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